

For Immediate Release



中視金橋國際傳媒控股有限公司
SinoMedia Holding Limited

SinoMedia Appoints Mr. Tang Xiaoming as Chief Investment Officer

HONG KONG, 11 November 2010 – **SinoMedia Holding Limited** (“SinoMedia” or the “Group”; stock code: 623), a leading privately-owned media advertising operator in China providing nationwide TV advertising coverage for clients on China Central Television Station and other media advertising resources, is pleased to announce the appointment of Mr. Tang Xiaoming as its Chief Investment Officer. He will be responsible for managing and monitoring investment activities, maintaining relations with the investor community, as well as identifying and implementing short-term and long-term investment opportunities for the Group’s sustainable growth.

“Mr. Tang brings to the Group his extensive investment experience in both traditional and Internet media, which is a strong match with the Group’s strategy of strengthening our position as a leading advertising operator in the main-stream media while strategically expanding our new media and Internet advertising services. With Mr. Tang joining us, I am confident we could further strengthen our competitiveness in the industry and achieve greater growth through new investments and acquisitions,” said Mr. Chen Xin, Chairman of SinoMedia.

Prior to joining SinoMedia, Mr. Tang was the Senior Vice President of Redgate Media Group from 2005 to 2009, an integrated media and entertainment company in China. From 2000 to 2003, he was the Chief Financial Officer in Wanmo Performance Advertising (網謀科技), responsible for the financing and overall financial management. He also worked for Tyco International Ltd. from 1998 to 1999, responsible for mergers and acquisitions of projects and investments.

Mr. Tang gained his MBA degree from the University of Chicago in 2005 and BA degree in Economics from Renmin University of China in 1995.

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